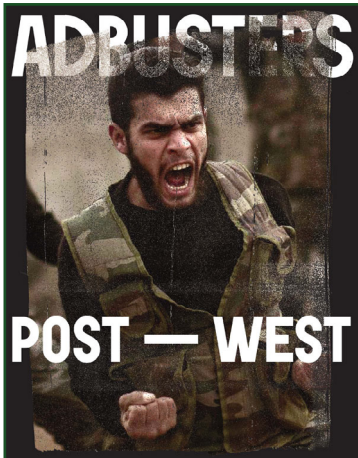




## ADBUSTERS:



- published six times a year by Adbusters Media Foundation, 1989 to present.
- Set edition: May/June 2016
- Price: £10.99
- Circulation: 120,000 readership (website Apr 2017)

Website: <https://www.adbusters.org/>

**Genre:** Independent/ campaigning/ culture jamming

Subtitle: 'Journal of the mental environment'

*'Based in Vancouver, British Columbia, Canada, Adbusters is a not-for-profit magazine fighting back against the hostile takeover of our psychological, physical and cultural environments by commercial forces.'*

## Industry research task:

Adbusters Media Foundation - <https://www.adbusters.org/submissions/>

- Is the publisher a large/mainstream organisation or an independent publisher?
- Is the publisher part of a media conglomerate?
- What other products (magazines or other media products) does the organisation produce?
- How is this significant for the magazine?

## Brand identity:

**Task:** Read this article and answer the questions below: <https://goo.gl/PzdXnb>

**(advisory warning – some swearing)**

- What is the ideology/ethos of *Adbusters*?
- How does *Adbusters* subvert traditional magazine conventions, especially in relation to advertising?
- How does the magazine interact with its audience?

## Analytical task:

- How is this ideology and ethos evident in the set edition of *Adbusters*?

## Research Task:

**Access the following websites:** <https://goo.gl/hkQ6ic>, <https://goo.gl/W3ycxy>

Summarise key points about the following:

- The campaigns (e.g. Occupy Wall Street and Buy Nothing Day) that the *Adbusters* Foundation runs.
- The controversies and criticisms of *Adbusters*.
- Other products that extend the *Adbusters* brand.

**Extension task:** Read the 'Adbusters Case Study' from The Alternative Media Handbook and summarise the key points about 'culture-jamming'. <https://goo.gl/rLggX9>